

Station WREG-TV MEMPHIS  
 Advertiser ( ) PHILLIPS, FLIP  
 Product MS SUPREME COURT  
 Estimate#  
 Buyer WHITNEY EVERSOLE  
 Phone#  
 Fax#  
 Agency ( ) STRATEGIC MEDIA PLACEMENT  
 7669 STAGERS LOOP  
 DELAWARE, OH 43015  
 Agency C/P1/P2/E  
 Flight Dates 10/06/2012 - 10/12/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) FRAN BERG  
 Salesperson Phone# 202-872-1155  
 Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REV ORD TO SHOW ADD SPOTS TO LNS 1,10 & ADD NEW LN 15.  
 REV CNT TTL 12,865.  
 PLS CFM, THANKS! BRITTNEY

LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
	*1	M-F	6A-7A	6A NEWS	10/08-10/12	:30	6	\$350.00	6
		Buyline Comment: 1/DAY MIN							
		Sales Remark: V3 ADD 1X TU 10/9							
		V3 More than 2 codes changed							
	2	M-F	7A-9A	7A NEWS	10/08-10/12	:30	5	\$150.00	5
		Buyline Comment: 1/DAY							
	3	SU	5P-6P	SUN 5P NEWS	10/07-10/07	:30	1	\$200.00	1
	4	SA	6P-630P	SAT 6P NEWS	10/06-10/06	:30	1	\$300.00	1
	5	SA	630P-7P	INFORMED SOURCES	10/06-10/06	:30	1	\$200.00	1
	6	M-F	10P-1035P	10P NEWS	10/08-10/12	:30	5	\$500.00	5
		Buyline Comment: 1/DAY							
	7	SA	6A-9A	DAYBREAK SAT	10/06-10/06	:30	1	\$150.00	1
	8	SU	6A-8A	DAYBREAK SUN	10/07-10/07	:30	1	\$200.00	1

Rep Order# 7910639 Ver# 3 Status Revised

Traffic Order#

Printed: 10/05/2012 11:41 AM  
Last Received: 10/05/2012 11:31 AM  
Showing Buylines: All Lines

2 of 3

Station WREG-TV MEMPHIS  
Advertiser ( ) PHILLIPS, FLIP  
Product MS SUPREME COURT  
Estimate#  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E  
Flight Dates 10/06/2012 - 10/12/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
	9	SU	8A-930A	CBS SUN MORN	10/07-10/07	:30	1	\$350.00	1
	*10	M-F	5P-530P	5P NEWS	10/08-10/12	:30	5	\$425.00	5
		Buyline Comment: 1/DAY							
		Sales Remark: V3 ADD 2X							
		V3 More than 2 codes changed							
	11	M-F	6P-630P	6P NEWS	10/08-10/12	:30	5	\$450.00	5
		Buyline Comment: 1/DAY							
	12	SA	10P-1035P	SAT 10P NEWS	10/06-10/06	:30	1	\$400.00	1
	13	SU	10P-1035P	SUN 10P NEWS	10/07-10/07	:30	1	\$500.00	1
	14	M-F	430A-459A	430A NEWS	10/08-10/12	:30	1	\$40.00	1
	*15	M-TH	4P-5P	4P NEWS	10/08-10/11	:30	4	\$200.00	4
		Sales Remark: V3 ADD							
		V3 Added							

---REPORT TOTALS---

Report Totals: 39 / \$12,865.00

---SALES MONTHLY TOTALS---

Oct 12: 39 / \$12,865.00

Sales Totals: 39 / \$12,865.00

Station Totals: 39 / \$12,865.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$42,883

CABL

0%

CBLA

0%

CBLB

0%

INTA

0%

INTB

0%

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:****Date:**I, STRATEGIC MEDIA PLACEMENT

being/on behalf of: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legally  
qualified candidate of the REPUBLICAN political  
party for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3  
in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS. 38606

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/3/12

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title